

IN THE CLAIMS:

1. (Currently amended) A method of processing rich media content, comprising the steps of:
  - a) combining a plurality of diverse rich media content into a single creating a multimedia content file from rich media content for use as a first input to an authoring tool;
  - b) creating an extensible markup language (XML) based textual specification a text based rich media content description file for use as a second input to the authoring tool, wherein the description file XML-based textual specification comprises a user-specified vocabulary that defines one or more of the plurality of diverse rich media content and relationships between two or more of the plurality of diverse rich media content allowing a user to format the multimedia content file; and
  - c) combining the single multimedia content file and the text based description file XML-based textual specification in accordance with the user-specified vocabulary to create a composed file and using the authoring tool to create a composed multimedia content file for execution on a multimedia player.
2. (Currently amended) The method of Claim 1 further comprising the step of:
  - d) editing the rich media content description file XML-based textual specification by a user using a text editor.
3. (Currently amended) The method of Claim 1 wherein the step of creating a text based rich media content description file an XML-based textual specification further comprises the step of:
  - e) using an Extensible Markup Language (XML) XML program to create the description file XML-based textual specification.
4. (Currently amended) The method of Claim 1 wherein the step of combining the description file and the single multimedia content file and the XML-based textual specification further comprises the step of:

f) executing a batch processing program to combine the description file and the single multimedia content file and the XML-based textual specification.

5. (Currently amended) The method of Claim 1 further comprising the step of:

g) transmitting the plurality of diverse rich media content as a streaming digital file.

6. (Currently amended) The method of Claim 1 further comprising the steps of:

h) using a graphical authoring tool to edit the plurality of diverse rich media content; and  
i) creating a description file of the graphically edited rich media content.

7. (Currently amended) The method of Claim 1 further comprising the step of:

j) storing the composed multimedia content file and the description file XML-based textual specification for access by one or more content creators.

8. (Currently amended) The method of Claim 1 further comprising the step of:

k) downloading the composed multimedia content file for display to a user in an application.

9. (Currently amended) The method of Claim 5 wherein the step of transmitting the plurality of diverse rich media content as a streaming digital file further comprises the step of:

l) generating the streaming digital file as a sequence of frames.

10. (Currently amended) The method of Claim 5 wherein the step of transmitting the plurality of diverse rich media content as a streaming digital file further comprises the step of:

m) generating the streaming digital file as a binary file using a HotMedia format.

11. (Currently Amended) An authoring system for creating text based rich media, comprising:

a) a processor for receiving a plurality of diverse rich media;

- b) means for assembling the plurality of diverse rich media as a combined multimedia vehicle repository (MVR) file; and
  - c) means for automatically generating a rich media content description file an XML-based textual specification comprising a user-specified vocabulary that defines one or more of the plurality of diverse the rich media and relationships between two or more of the plurality of diverse the rich media allowing a user to format the multimedia content file; and
  - d) means for combining the MVR file and the description file XML-based textual specification in accordance with the user-specified vocabulary to create an edited MVR file for execution on a multimedia player.

12. (Currently amended) The apparatus of Claim 11 further comprising:

- e) a batch processing program running on the processor for combining the combined MVR file and the description file XML-based textual specification as an edited MVR file.

13. (Currently amended) The apparatus of Claim 11 further comprising:

- f) an Extensible Markup Language (XML) XML program running in the processor for translating descriptive text in combining the MVR file and the description file XML-based textual specification.

14. (Currently amended) A system for creating a textual based rich media content file as an application executable on a multimedia player, comprising:

- a) means for receiving, combining and storing a plurality of diverse rich media assets in a binary format as a single multimedia vehicle repository (MVR) file;
- b) means for preparing a an XML-based textual description specification of the single MVR file comprising a user-specified vocabulary that defines the one or more of the plurality of diverse rich media assets and relationships between two or more of the plurality of diverse the rich media assets allowing a user to format the multimedia content file; and

c) means for combining the MVR file and the MVR XML-based textual description specification in accordance with the user-specified vocabulary to create an edited MVR file executable on a multimedia player as an application.

15. (Canceled)

16. (Currently amended) The system of Claim 14 further comprising:

d) means for modifying the textual description XML-based textual specification to create a new MVR-XML based file.

17. (Currently amended) The system of Claim 14 further comprising:

e) means for modifying the textual description XML-based textual specification using a text-editing tool.

18. (Currently amended) A program medium executable on a computer system, comprising:

a) program code in the medium combining a plurality of diverse rich media content into a single creating a multimedia content file from rich media content as a first input to an authoring tool;

b) program code in the medium creating an XML-based textual specification at text based rich media content description file for use as a second input to the authoring tool, wherein the description file XML-based textual specification comprises a user-specified vocabulary that defines one or more of the plurality of diverse the rich media content and relationships between two or more of the plurality of diverse the rich media content allowing a user to format the multimedia content file; and

c) program code in the medium combining the single rich media content and the text based rich media content description file XML-based textual specification in accordance with the user-specified vocabulary to create an edited multimedia content file and using the authoring tool to create a composed multimedia content file for execution on a multimedia player.

19. (Currently amended) The program medium of Claim 18 further comprising:
  - d) program code in the medium enabling the editing of the rich media content description file XML-based textual specification by a user using a text editor.
20. (Canceled)
21. (Currently amended) The program medium of Claim 18 further comprising:
  - f) program code in the medium as a batch processing program for combining the description file XML-based textual specification and the rich media single multimedia content file.
22. (Currently amended) The program medium of Claim 18 further comprising:
  - g) program code in the medium for transmitting the plurality of diverse rich media content as a streaming digital file.
23. (Currently amended) The program medium of Claim 18 further comprising:
  - h) program code in the medium as a graphical authoring tool to edit the plurality of diverse rich media content; and
  - i) program code in the medium for creating a description file of the graphically edited rich media content.
24. (Currently amended) The program medium of Claim 18 further comprising:
  - j) program code in the medium storing the edited composed multimedia content file and the description file XML-based textual specification for access by one or more content creators.
25. (Currently amended) The program medium of Claim 18 further comprising:
  - k) program code in the medium for downloading the edited composed multimedia content file for display to a user in an ebusiness application.

26. (Original) The program medium of Claim 22 further comprising:
  - 1) program code in the medium for generating the streaming digital file as a sequence of frames.
  
27. (Original) The program medium of Claim 22 further comprises:
  - m) program code in the medium for generating the streaming digital file as a binary file in a HotMedia format.
  
28. (Canceled)